

# David Silverberg

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Copywriter | Strategic Thinker | Creative Advisor

## The Personality Part

I get inspired by ideas that challenge the status quo  
I like sharing coffee or tea with fascinating strangers  
I connect to the universe by seeing live music

## The Work Part

**Global Brand Writer, Google**  
San Francisco, CA · 2022-2024 (contract)

Focused on devices and services projects  
Wrote video scripts, product naming, packaging copy  
Collaborated with strategists, designers, stakeholders  
Built and executed global brand concepts

**Copywriter, Wunderman Thompson**  
Seattle, WA · 2021-2022 (contract)

Client: T-Mobile, focused on B2B projects  
Wrote ebooks, articles, email campaigns  
Researched data to determine messaging strategy  
Worked with client to build thought leadership

**Content Writer, Western Digital**  
San Jose, CA · 2020-2021 (contract)

Wrote articles, social posts, internal comms  
Developed digital strategy with creative agency  
Researched industry trends, find cool data stories  
Worked with writers, designers, stakeholders

**Copywriter, Kettle**  
San Francisco, CA · 2019-2020

Client: Apple Marcom, worked on-site as Interactive writer  
Focused on Values projects: web copy, events, activations  
Collaborated with producers, designers, ACDs  
Met with stakeholders to refine story details

## The Life Philosophy Part

***“Embracing change is the catalyst to positive growth and forward momentum.”***

## The Proud Moments Part

- 📍 Took a risk and moved to California after high school
- 🎓 Went back to college and graduated at age 30
- 🐾 Fostered the best adventure pup on the planet
- 🎸 Started recording rock album during global pandemic

## The Awards Part

### Google Pixel Packaging

PAC Global 2023: 3x Award of Distinction  
PAC Global 2023: 1x Best in Class

### Apple Privacy

D&AD Shortlist Digital Writing 2020  
ONE Show Shortlist Website 2020  
Webby's Shortlist Digital Design 2020

## The School Part

### University of North Texas

Mayborn School of Journalism · Nationally Accredited  
Journalism-Advertising Major · Philosophy Minor  
Bachelor of Arts Degree · Graduated · Dean's List  
Student representative on lecturer search committee

## The Strengths Part

- Technically minded
- Radical collaborator
- Disrupter
- Active listener
- Champion multitasker
- Audacious
- Self-starter
- Creative pusher
- Confident presenter
- Persuasive
- Culturally aware
- Relentless ambition

## The Work Part (continued)

### **Brand Warrior, SelectBlinds**

Tempe, AZ · 2018-2019

Wrote blogs and social media posts: Facebook, Instagram

Connected with customers to expand brand awareness

Partnered with strategist to increase brand engagement

Worked with marketing manager to execute brand vision

### **Retail Creative, Apple**

Irvine, CA · Southlake, TX · San Francisco, CA 2007-2018

Wrote product workshop scripts

Simplified technology for customers

Delivered product demos

Mentored new recruits

### **Copywriter, SWOOP Agency**

Denton, TX · 2015-2016

Wrote digital and print projects: catalogs, web + social copy

Collaborated with designers, strategists, directors

Brainstormed and developed themes for web series

Executed campaign deliverables, worked on tight deadlines

### **Brand Roadie, Roadtrip Nation**

Coste Mesa, CA · 2011-2012

Wrote blogs, social media copy: Twitter, Facebook

Recruited talent for season 10 of docuseries

Brand ambassador, gave talks about Roadtrip nation

Connected with students to pursue their passion